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6 SEM TDC OMEC 2 (Sp)

2015

(May)

COMMERCE

(Speciality)

Course : 602

(Online Marketing and e-CRM)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. What do you mean by the following? $1 \times 8 = 8$

- (a) e-commerce
- (b) Advertising
- (c) Web storefront
- (d) e-CRM
- (e) Multilingual support
- (f) Forex
- (g) Market segment
- (h) e-mail

(2)

2. Write short notes on the following : $4 \times 4 = 16$

(a) Traditional commerce vs. e-commerce

(b) Traditional marketing vs. e-marketing

(c) Advertising vs. Publicity

(d) Traditional promotion vs. e-promotion

3. (a) Discuss the importance of e-marketing as a contemporary business function with example. 11

Or

(b) Write a detailed note on the traditional view of advertising.

4. (a) "Web-based marketing strategies are effective in developed economies." Do you agree? Justify your answer with examples. 12

Or

(b) "Loyalty and trust building can be obtained only in traditional marketing due to direct contact of sellers with customers." Do you agree? Justify your answer with examples.

(3)

5. Write detailed notes on any *two* of the following : $5\frac{1}{2} \times 2 = 11$

- (a) Website banner link and its effectiveness
- (b) Directory advertising
- (c) Selection of different media for traditional advertising
- (d) Search engine

6. (a) "e-commerce is nothing but old wine in new bottle." Comment on the statement. 11

Or

- (b) "m-commerce often confuses the consumers." Comment on the statement with examples.

7. (a) Discuss some of the advantages associated with e-CRM with examples. 11

Or

- (b) Discuss some of the communication media available and commonly used for e-CRM.
